* **SAAB**
  + **Saab Automobile Aktiebolag** (Corporation) is a **Swedish car manufacturer** owned by Dutch automobile manufacturer Swedish Automobile.
* **The SAAB Story - Branding** 
  + **Philosophy:** The automobile producer has always **strived to direct its undivided** **attention to the quality** of the automobiles it produces. Hence **setting aside its cars,** with their **respect of standard**.
  + **Feel and Business Concept:** 
    - **Victor Muller (Chairman):** “Driving a SAAB shouldn’t feel like an act necessity, but feel like you’re flying through the clouds.”
* **Aviation Influence**
  + - As SAAB was initially established as a aerospace aircraft company, the influence of this legacy continues today.
* **SAAB** produces **Commercial Automobiles**
  + **9-3 Sport Combi** / **Sport Sedan** / **Convertible** / **X**
  + **9-5 Sedan + International Servicing & Maintenance**
* **Where is SAAB?**
  + Trollhattan, Sweden - **Headquarters** + **Primary Factory**
  + Graz, Austria – **Second Factory**
  + Ramos Arizpe, Mexico – **Third Factory**
  + **100’s of international dealers**
* **Unique Financial Story** 
  + **General Motors** (large **American Auto Corporation**) **until 2009**
    - Income guided to GM 🡪 SAAB left with debt as subdivision
* **Swedish Automobile** (**Dutch** Auto Corporation)
  + - **2010** - **75%** of **debt** (\approx \!\, **$700 Million)**to Sweden's debt enforcement agency was paid off
* About 500 Million Monetary Deficit 🡪 ¾ less debt (Total \approx \!\, $600 Milllion)
* **Economic Affects**
  + **With nearly $450 million of financial loss (2010-12)**
    - **Stockholders’ concern**
    - Surprisingly: **No Major Layoffs**
* **Social & Political Affects**
  + **Safety Standards estimated to save 300+ lives annually**
  + **Energy Efficient & Bio-powered Product Line**
  + **European Competitor in Automobile Market**
  + **Efficient and Minimally Pollutant Production Method**
* **Is your TNC of benefit to most people? Why?**
  + SAAB 🡪 Globally Beneficial
    - Safe, Reliable, Comforting, Modern (High Tech), Low layoffs, Green = **Quality Cars**
* **SAAB – With background in aviation and excellent standards of uncompromised quality, SAAB.**